

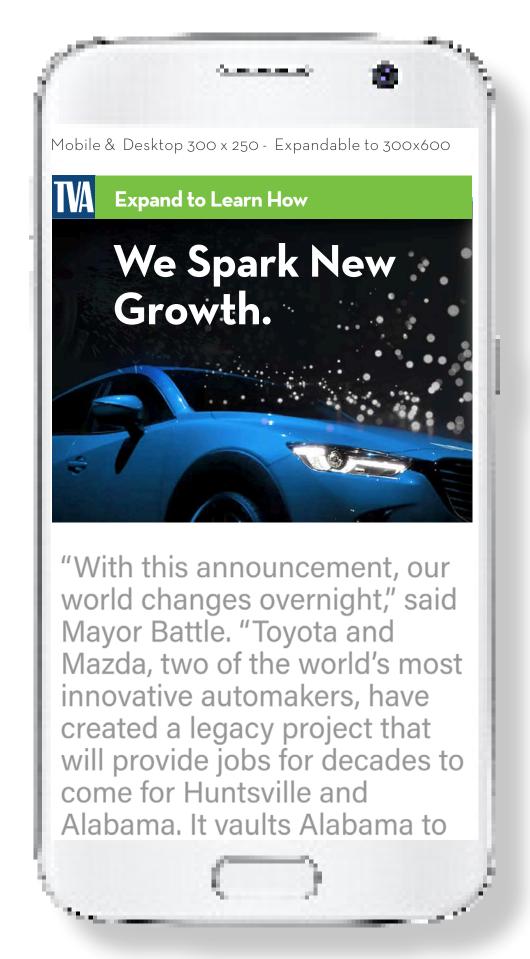
# Channel and Content Plan

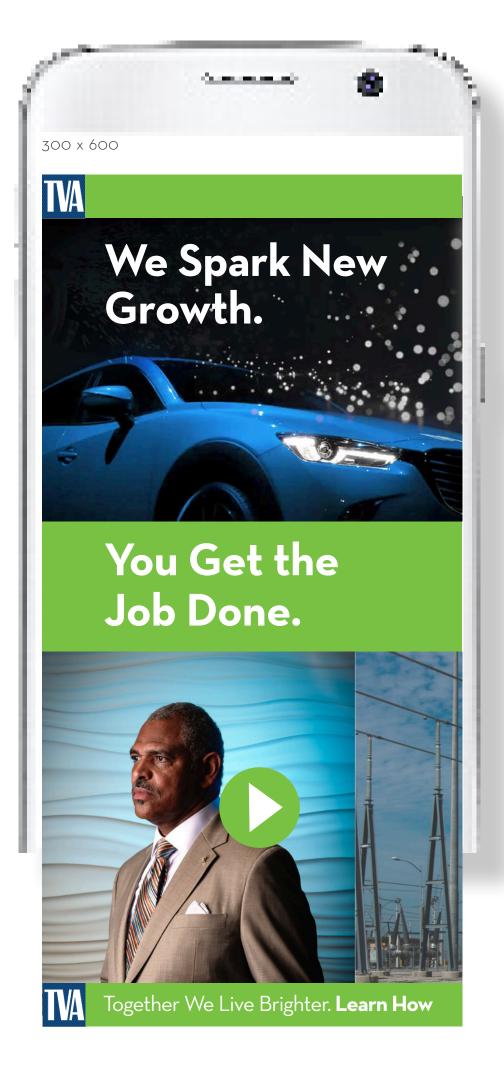


# Contextual Display



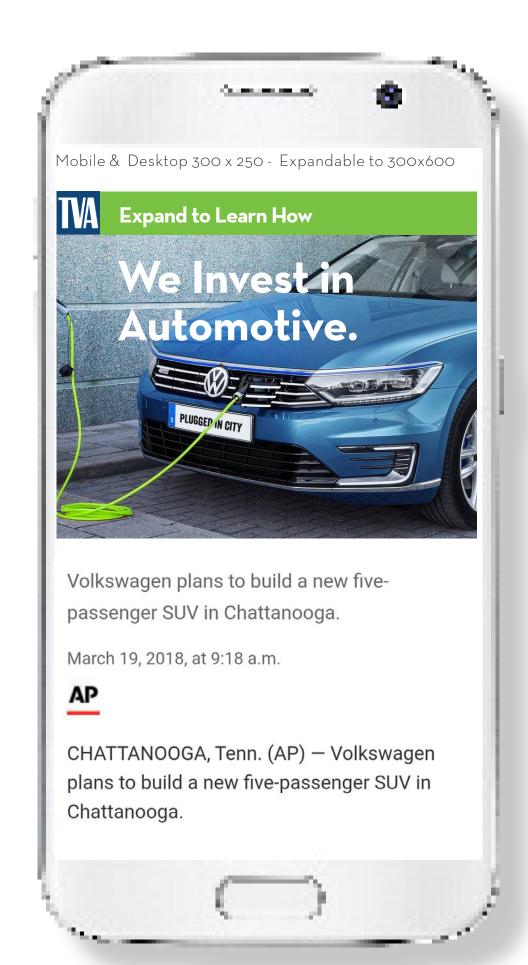
#### We&You Mobile Display

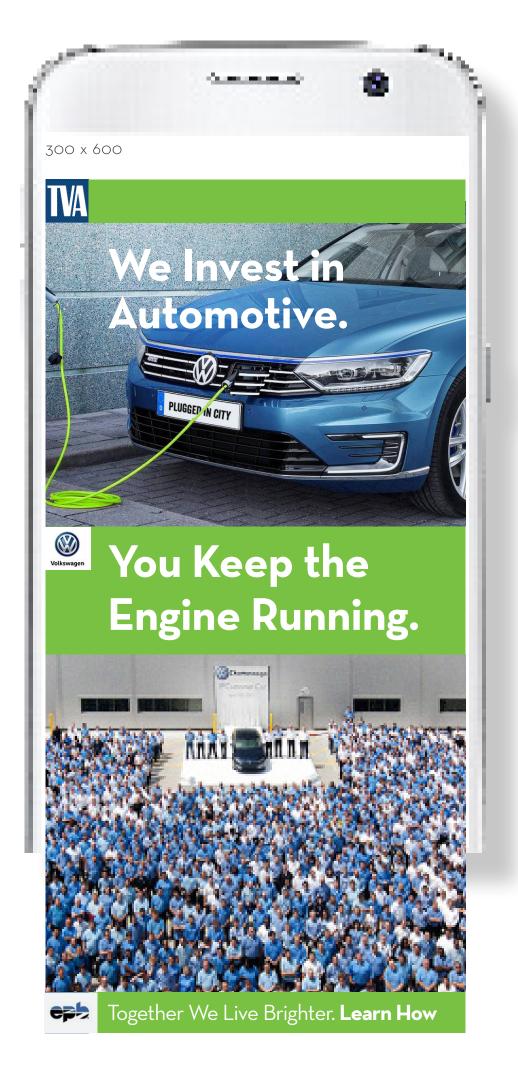


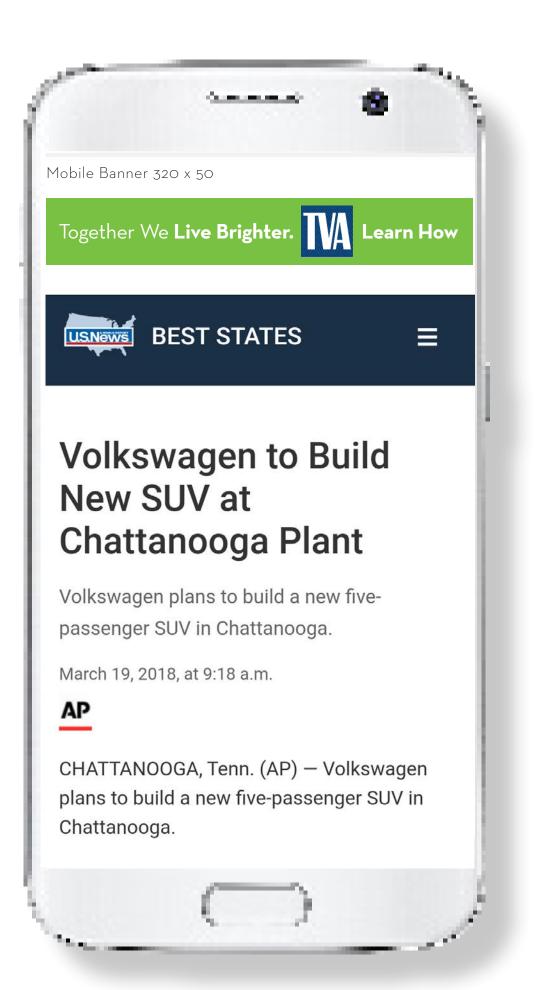




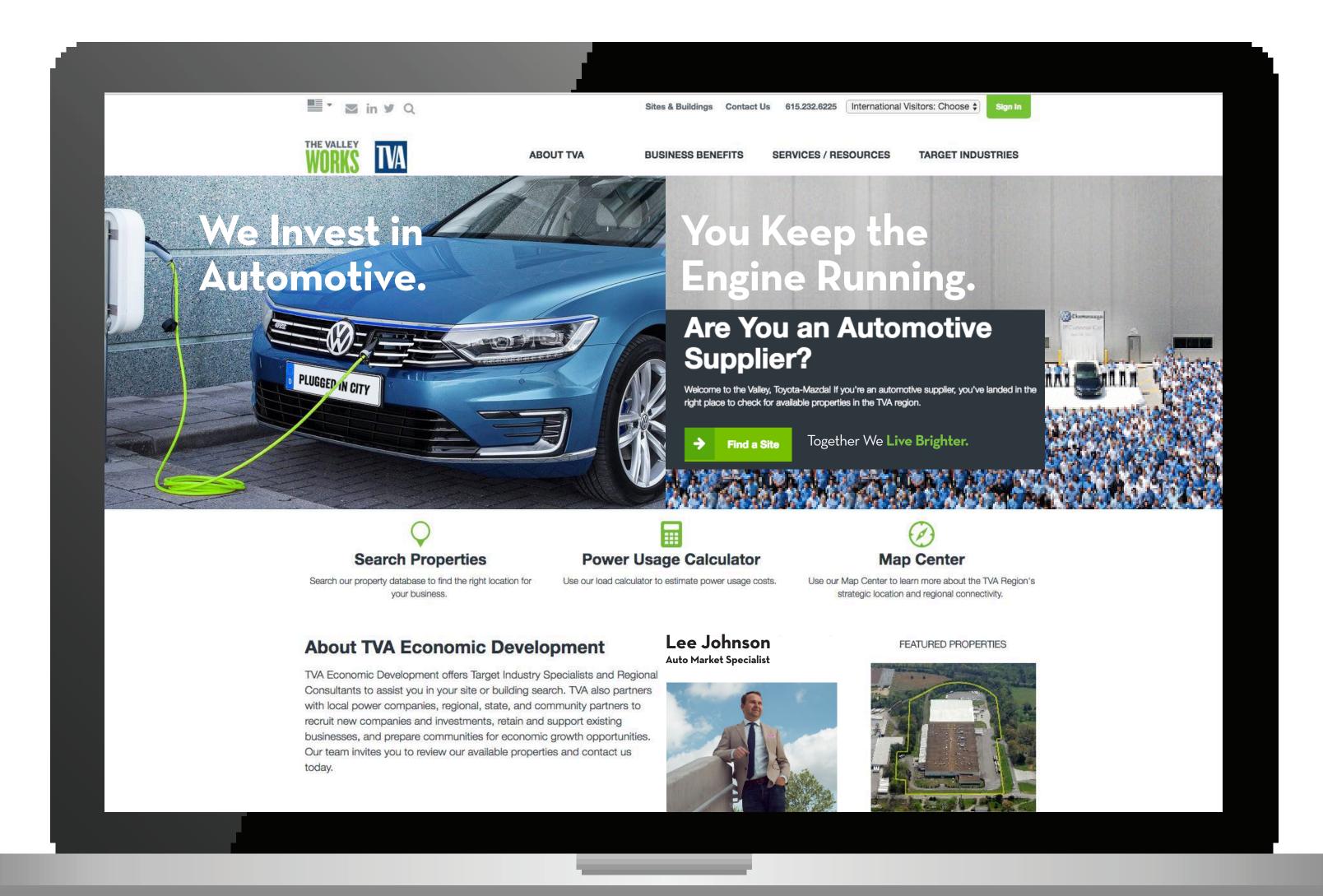
#### We&You Mobile Display



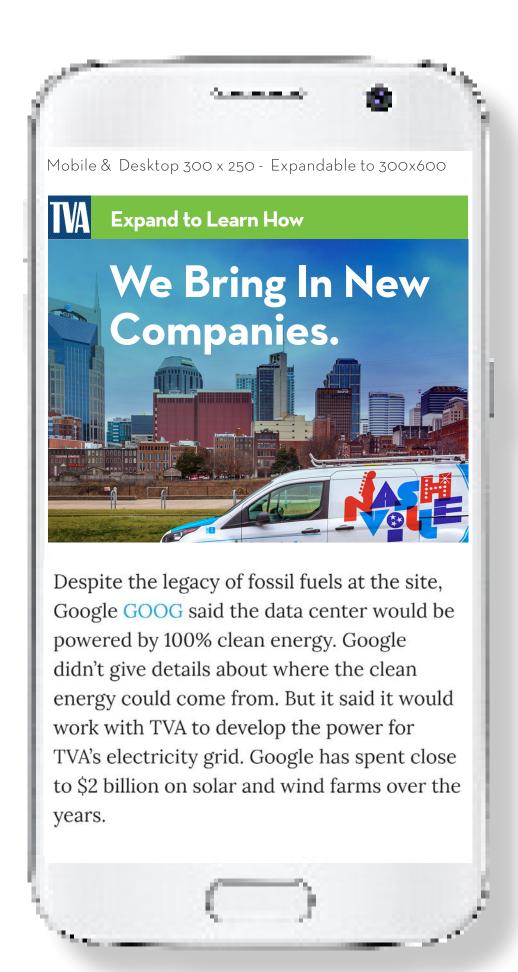


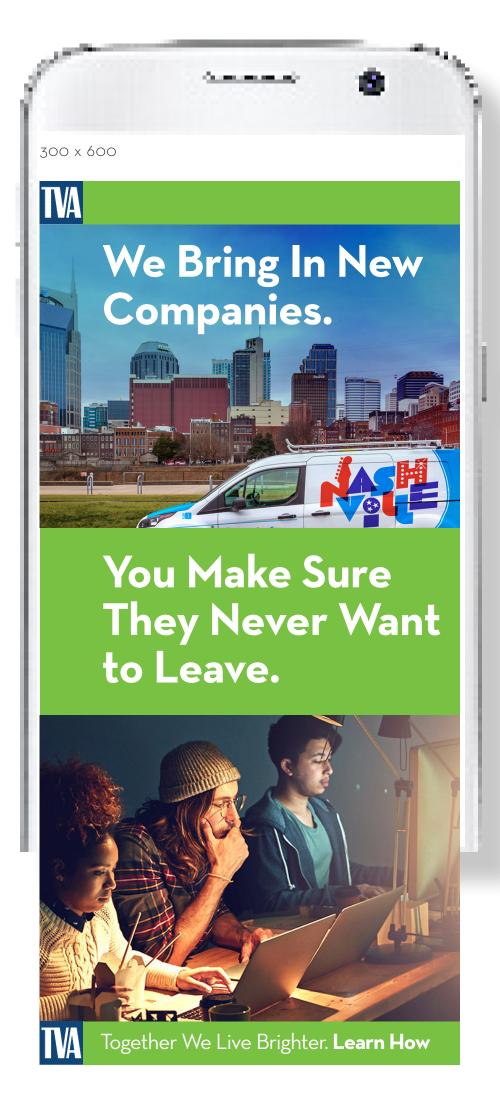


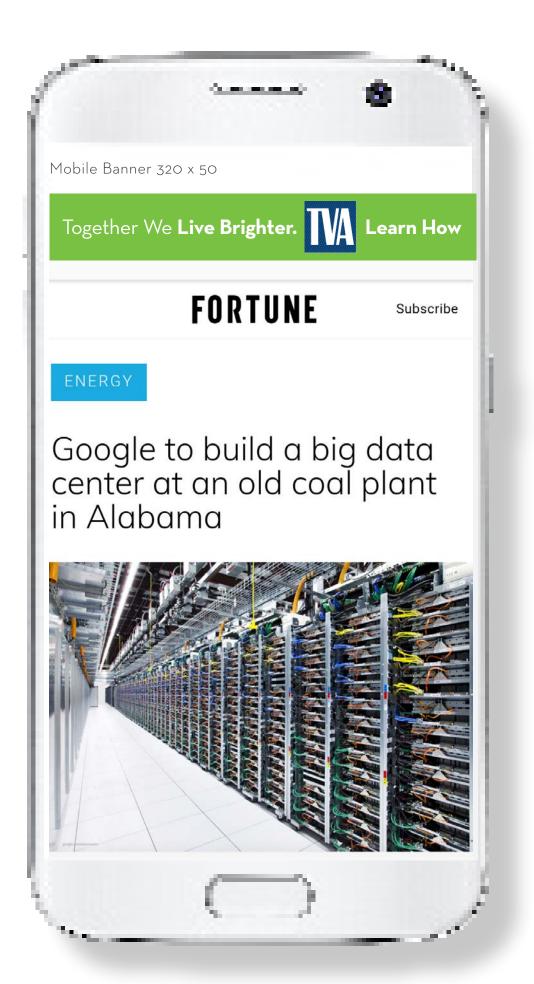
#### We&You TVASitesLanding Page



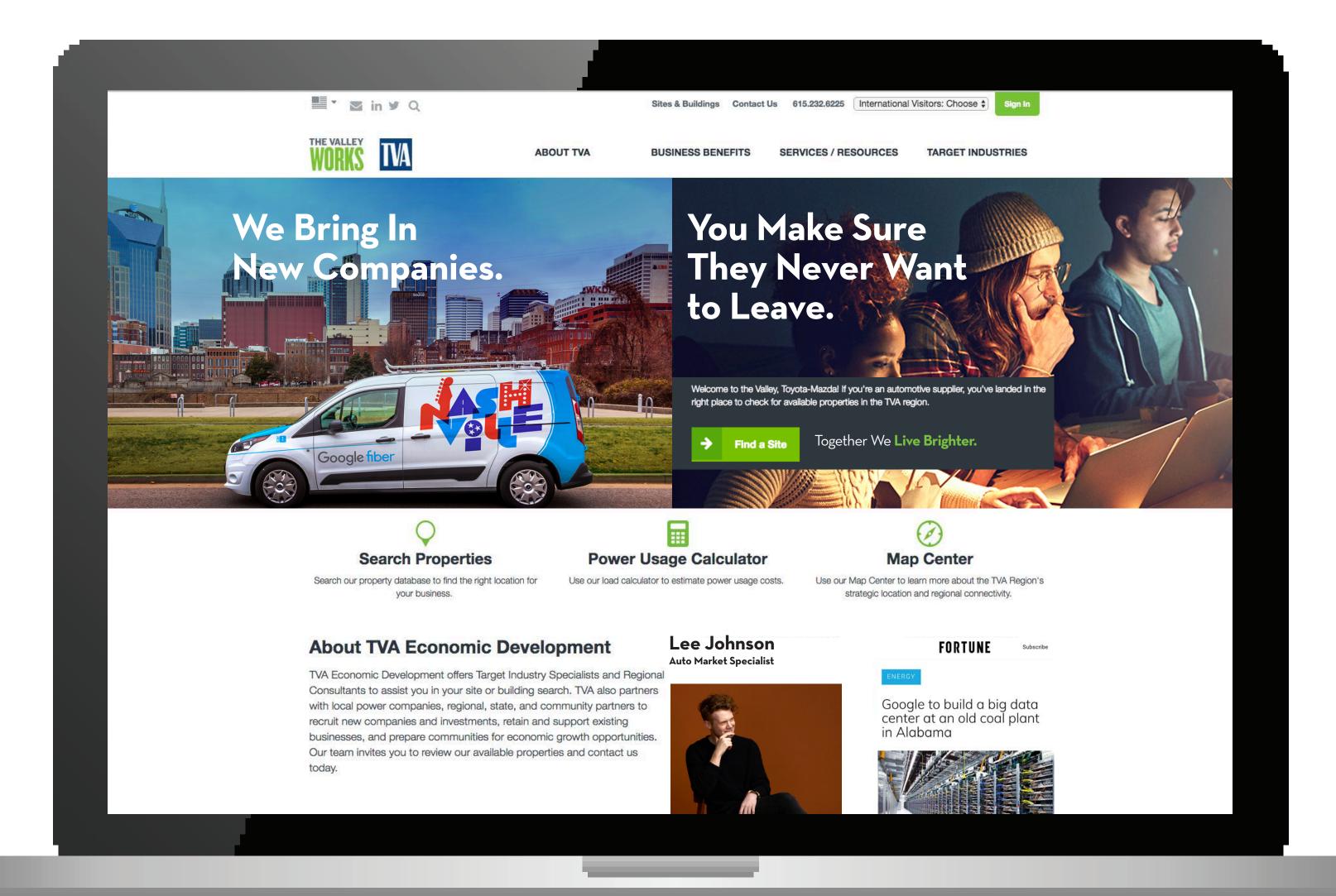
#### We&You Mobile Display



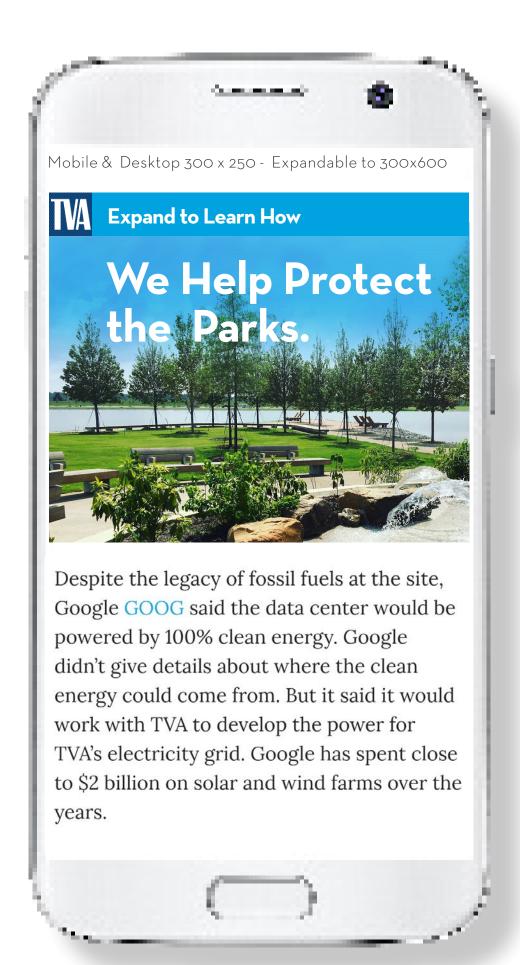


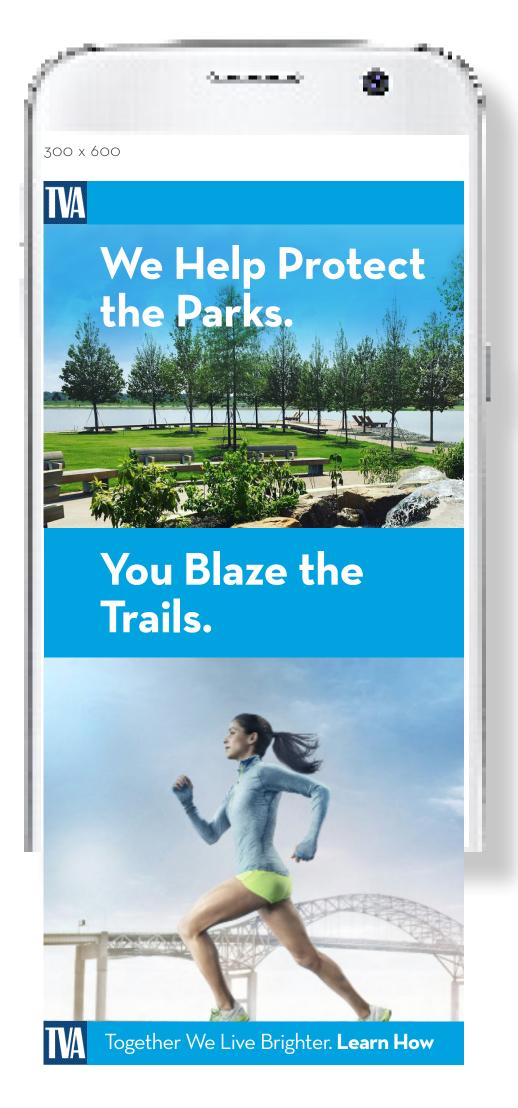


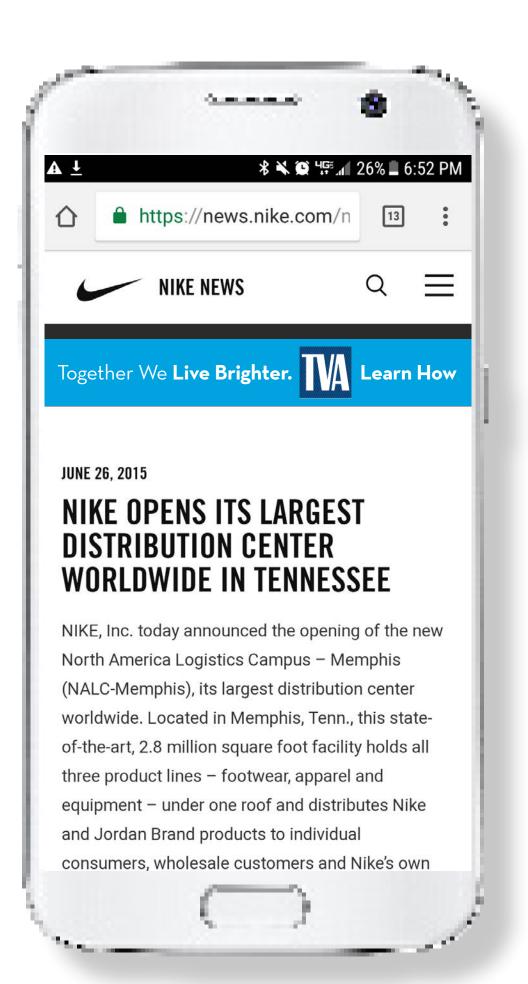
#### We&You TVASitesLanding Page



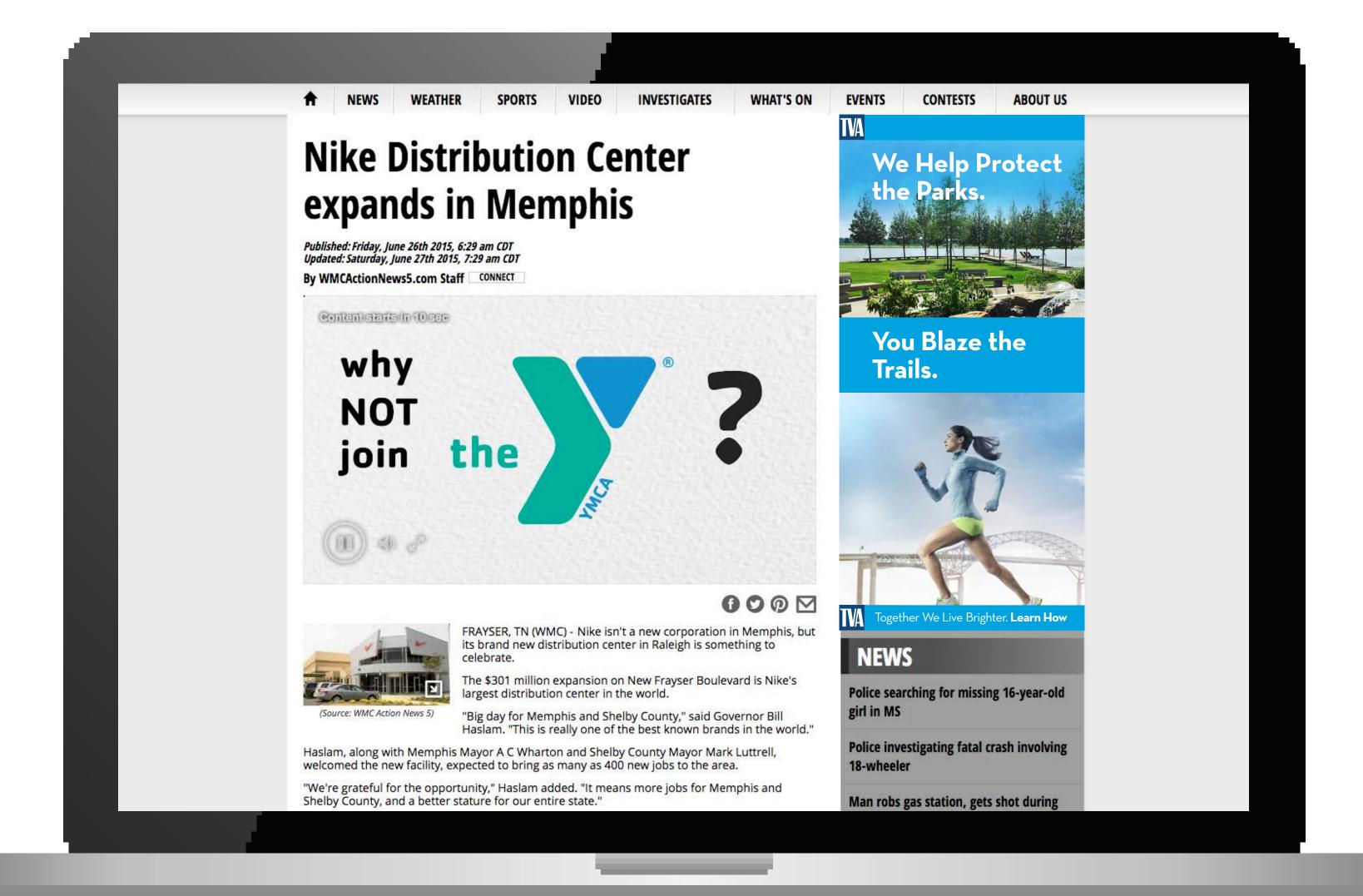
#### We&You Mobile Display



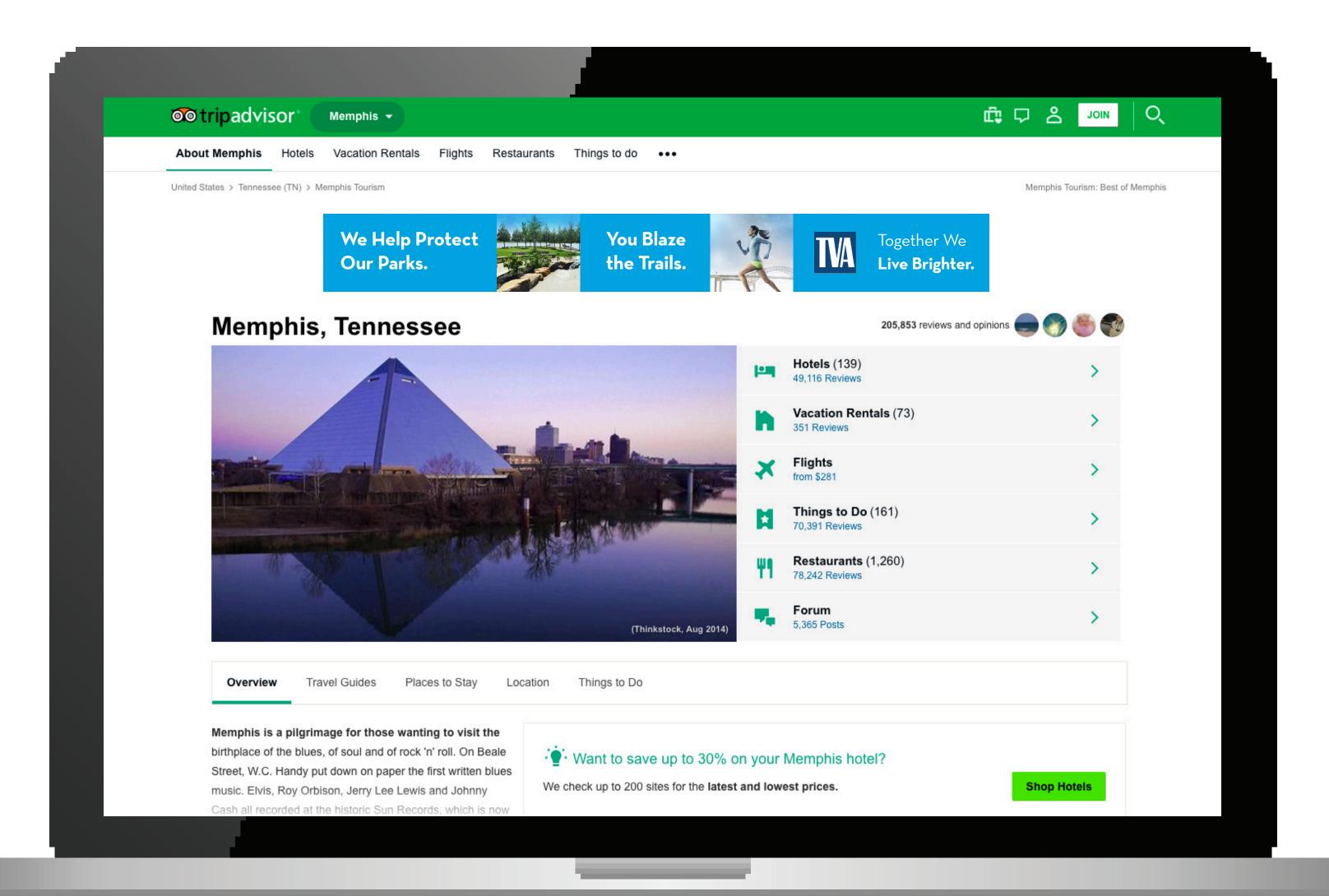




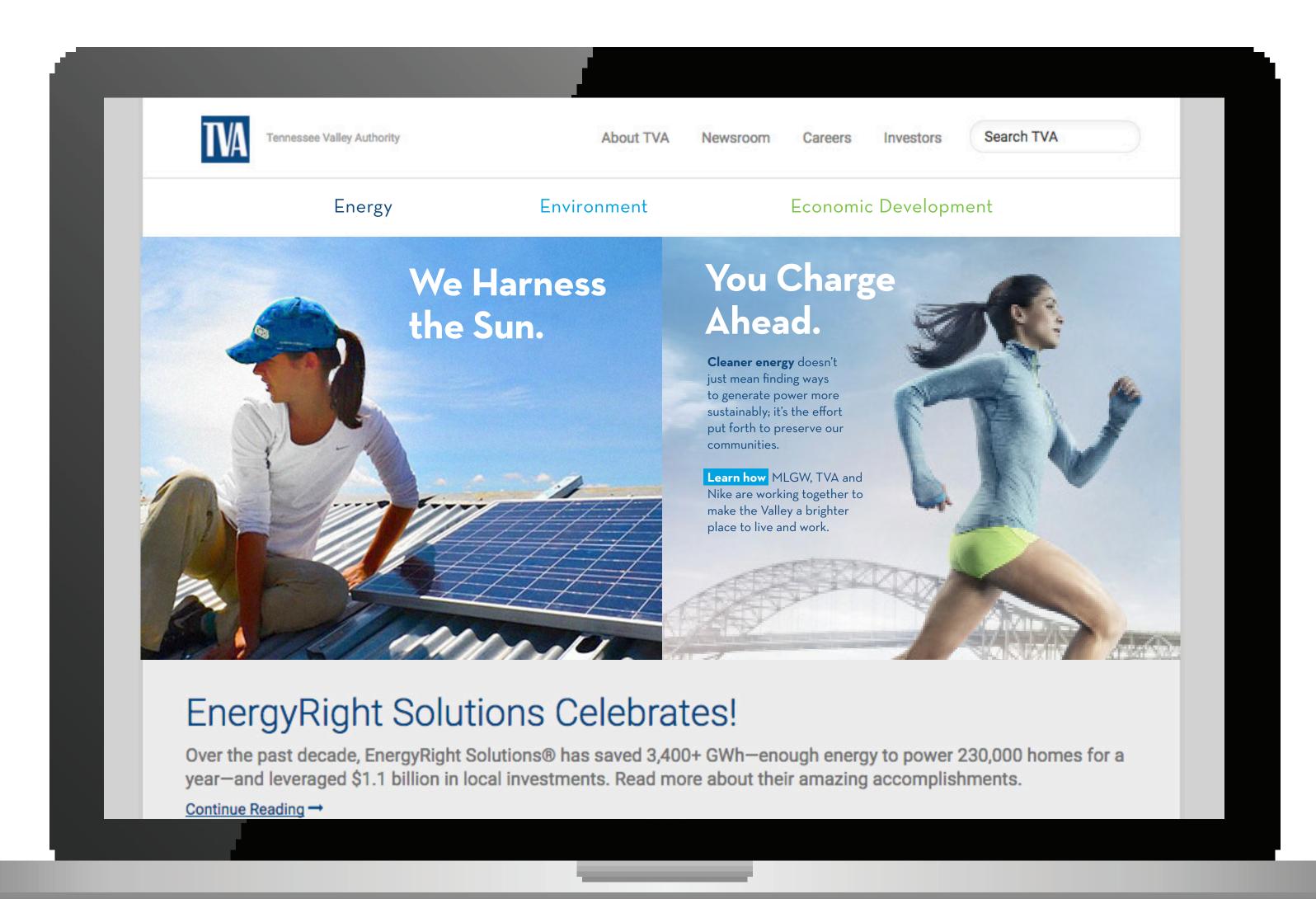
### We&You Desktop Display

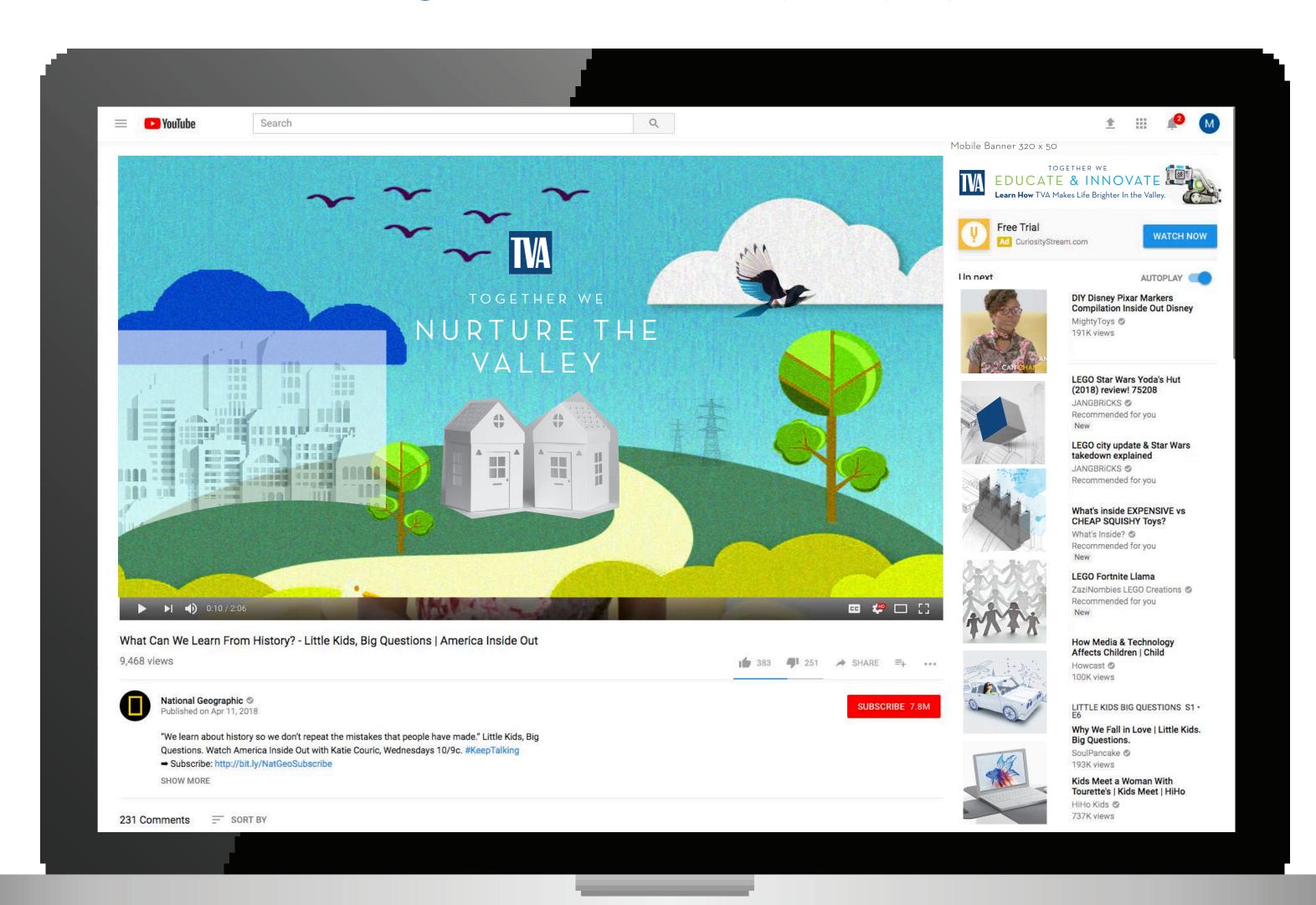


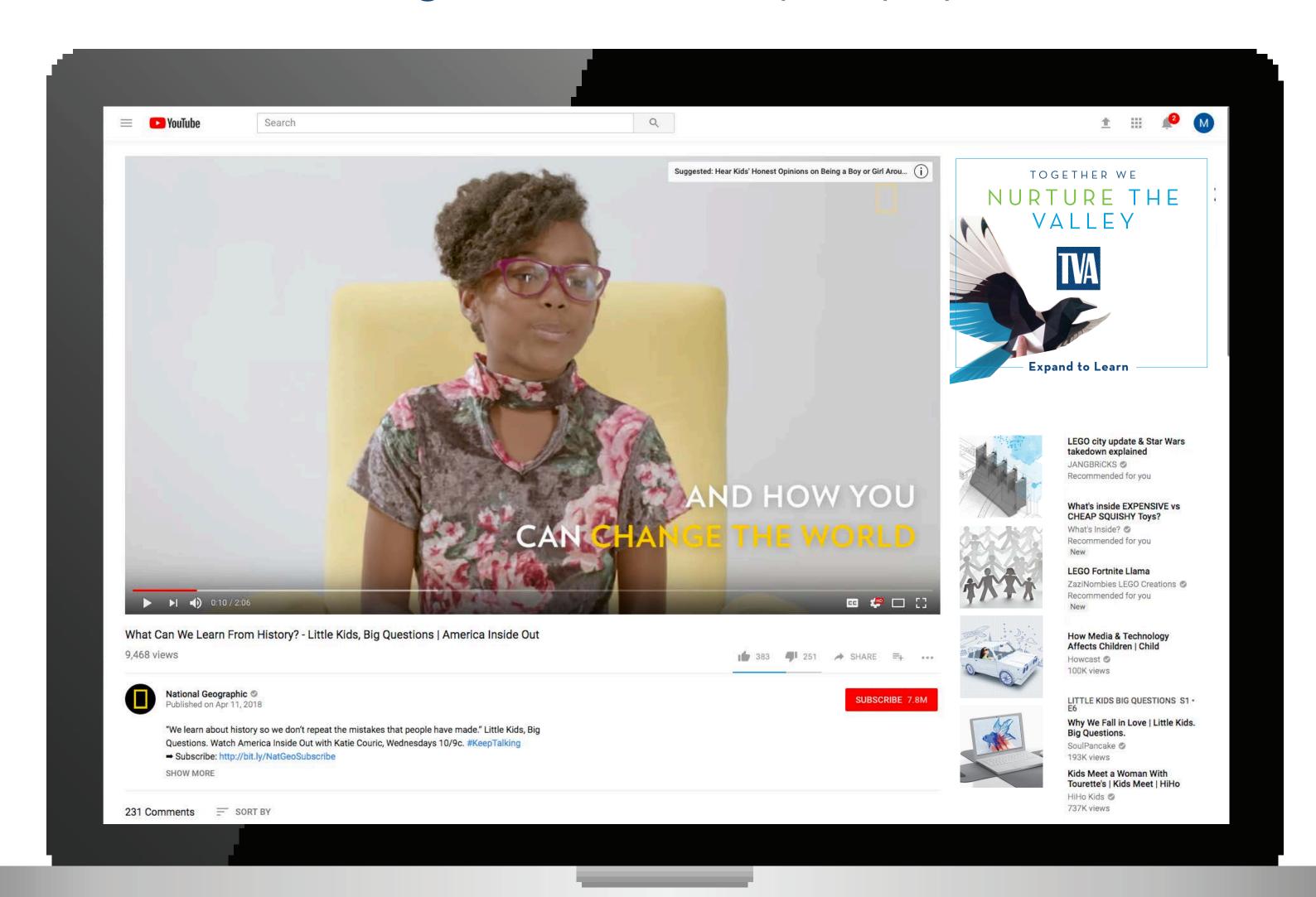
### We&You Desktop Display

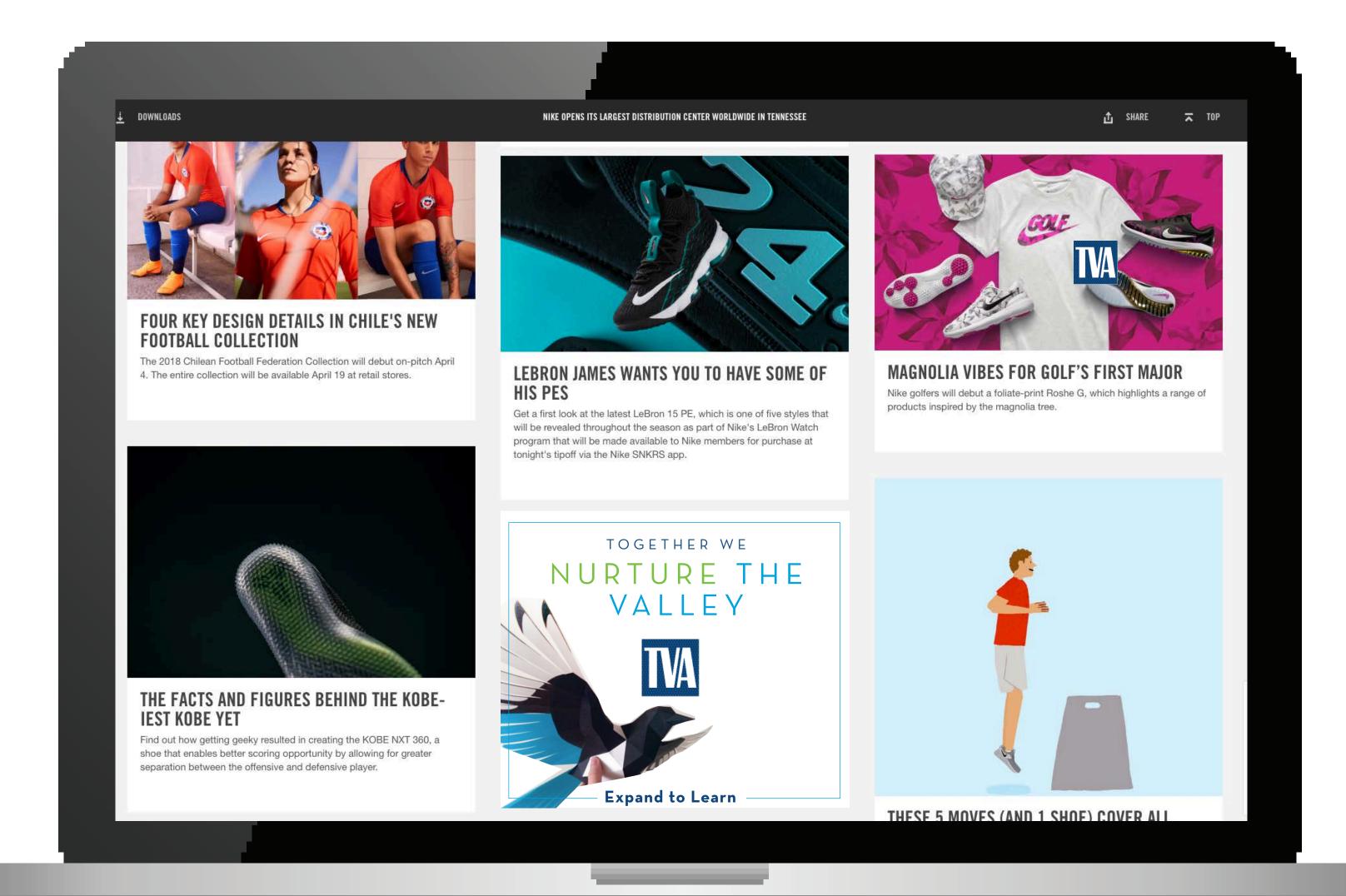


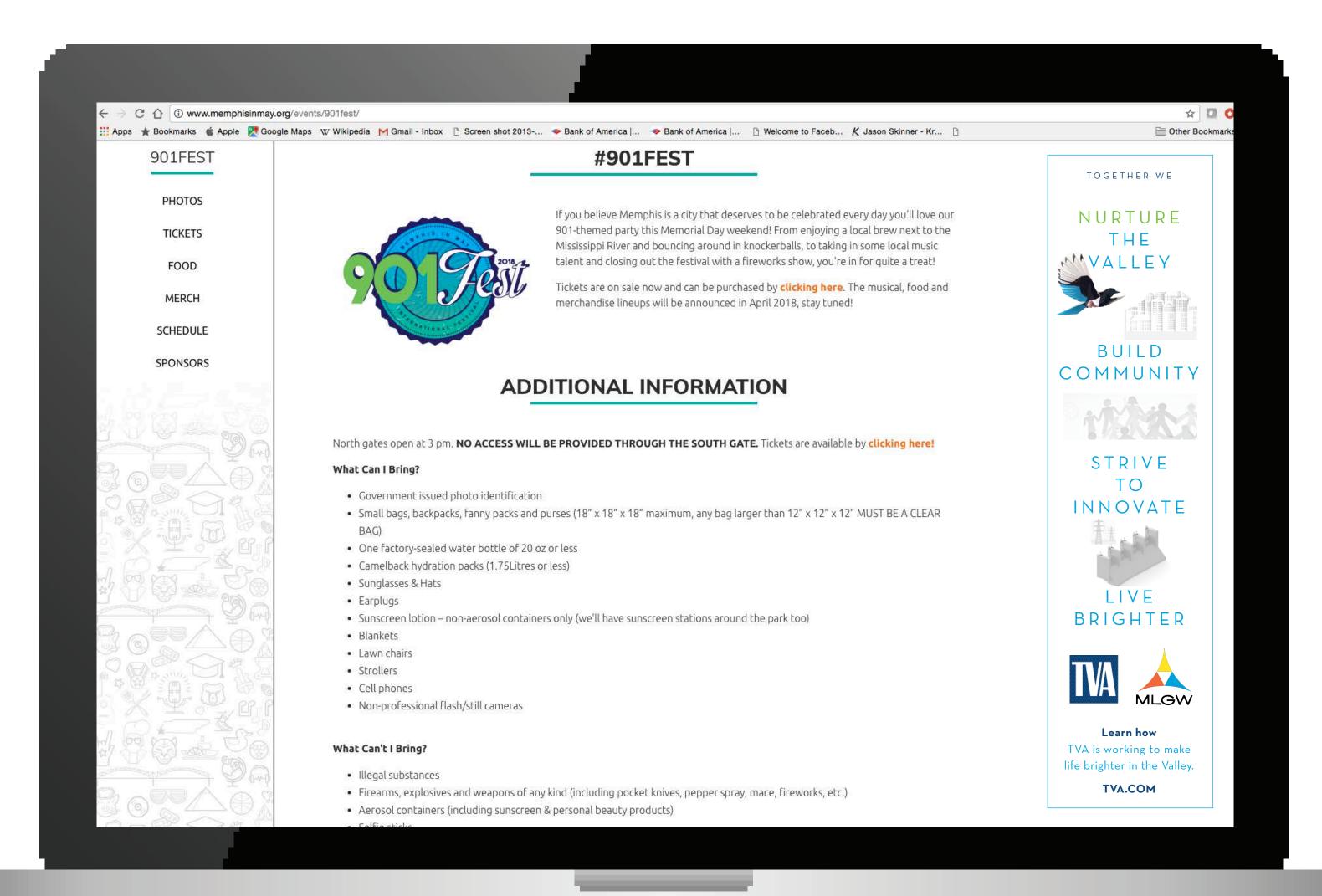
#### We&You TVA.com Landing Page



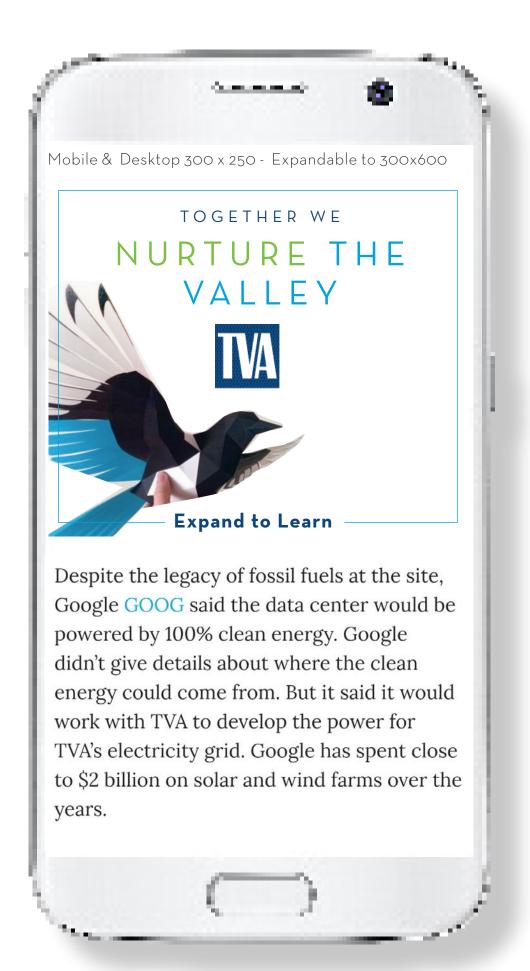




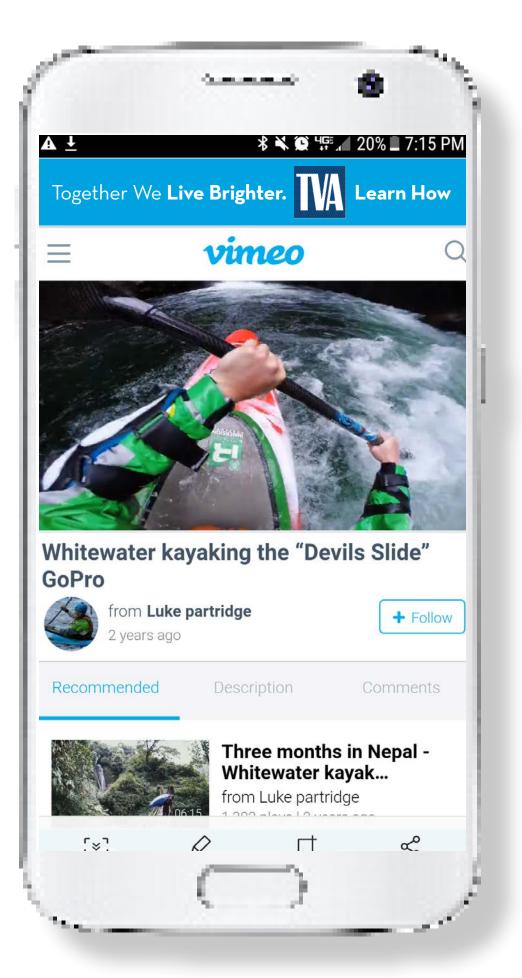




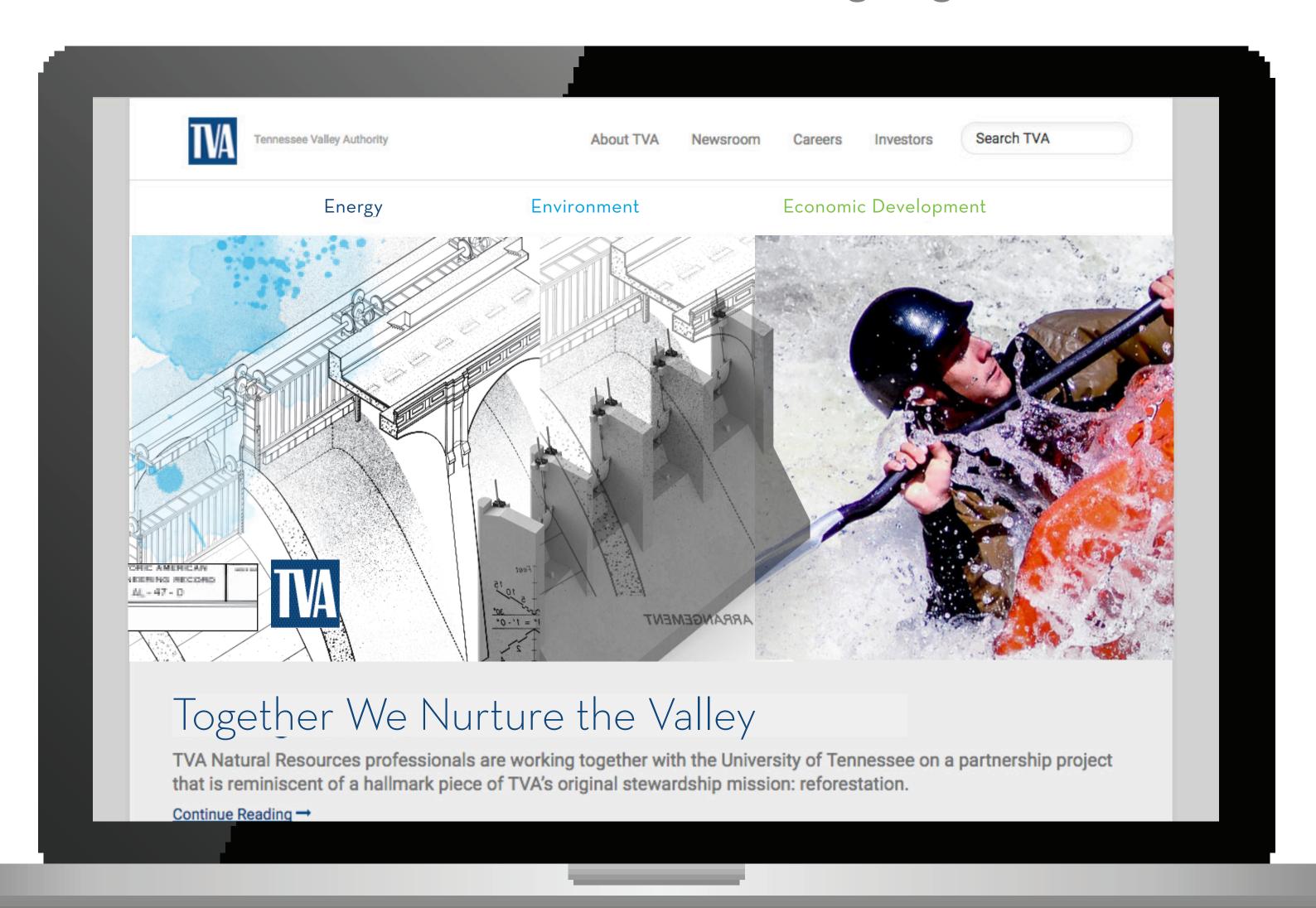
#### Together We Mobile Display







### We&You TVA.com Landing Page



#### Together We

#### BUILD COMMUNITIES

At TVA, we continue to lay a strong foundation for our region by attracting new companies and investing in existing ones. But without those who capitalize on this rich, economic framework, we wouldn't see the development necessary to support our families.

Together, we're making the Valley a better place to live now and for generations to come.







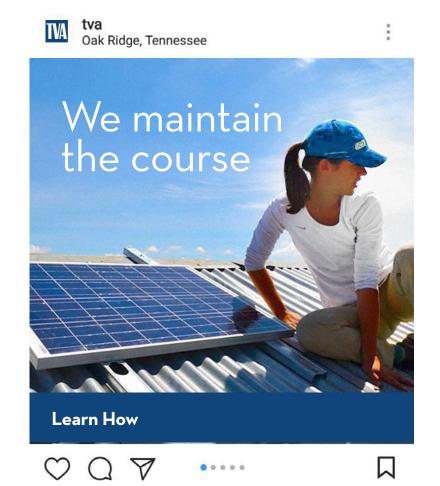
Together We Live Brighter.

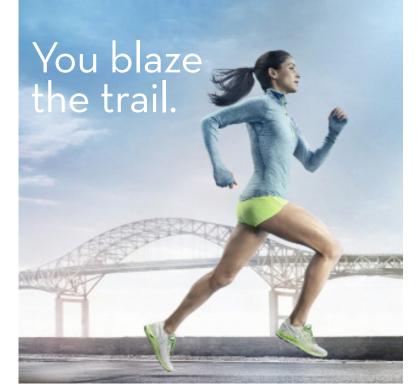


# Organic & Paid Social



#### WE & YOU / INSTAGRAM PAID





Liked by jbuntinjr and 131 others

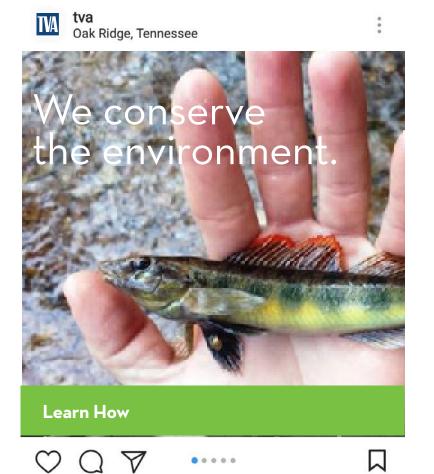
We maintain the course. You blaze the trail.

We create the opportunity. You deliver the results.

We keep the lights on. You generate the ideas.

We conserve the environment. You explore new heights.

We set the stage. You electrify the crowd.





Liked by jbuntinjr and 131 others

We maintain the course. You blaze the trail.

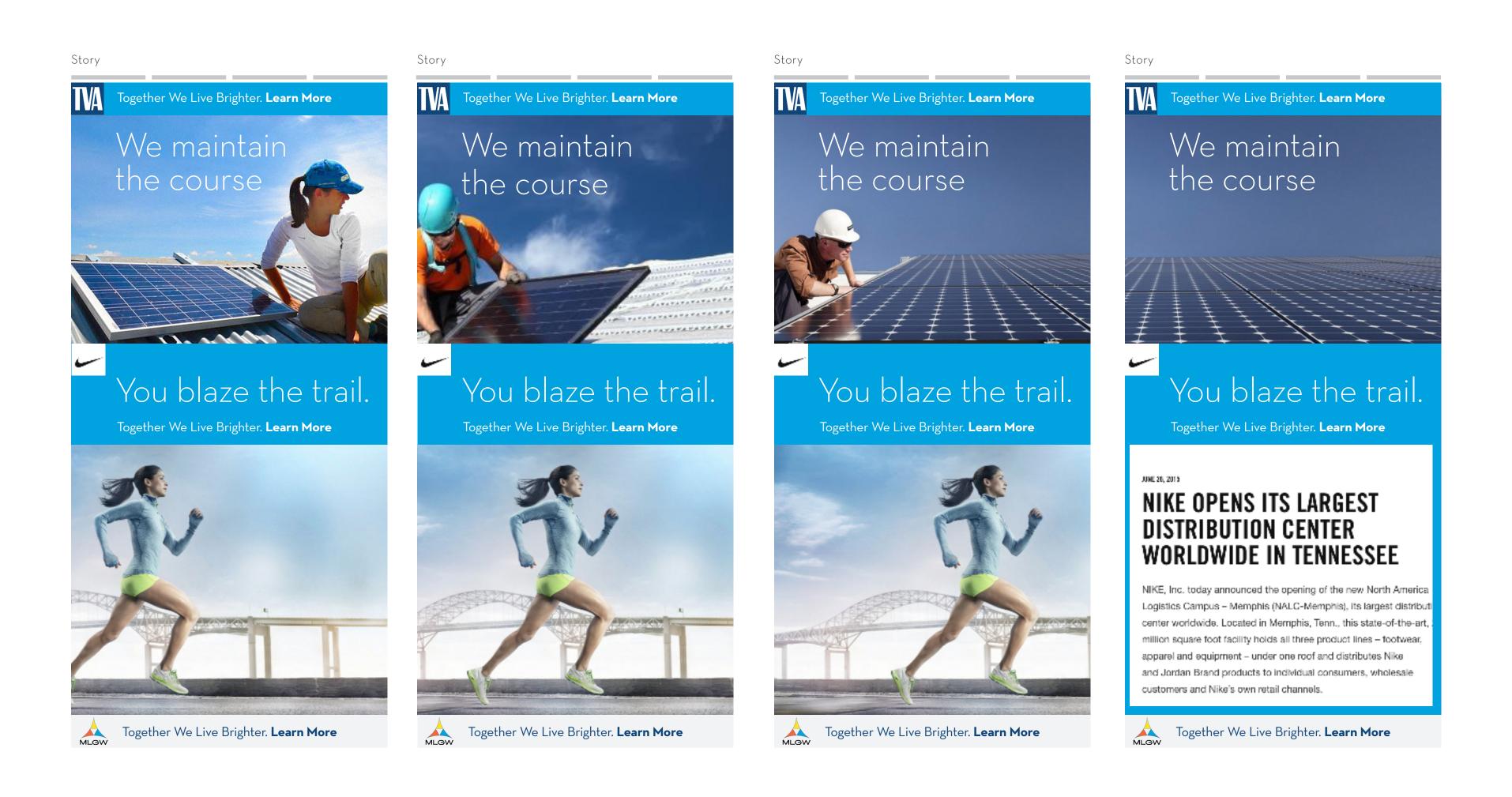
We create the opportunity. You deliver the results.

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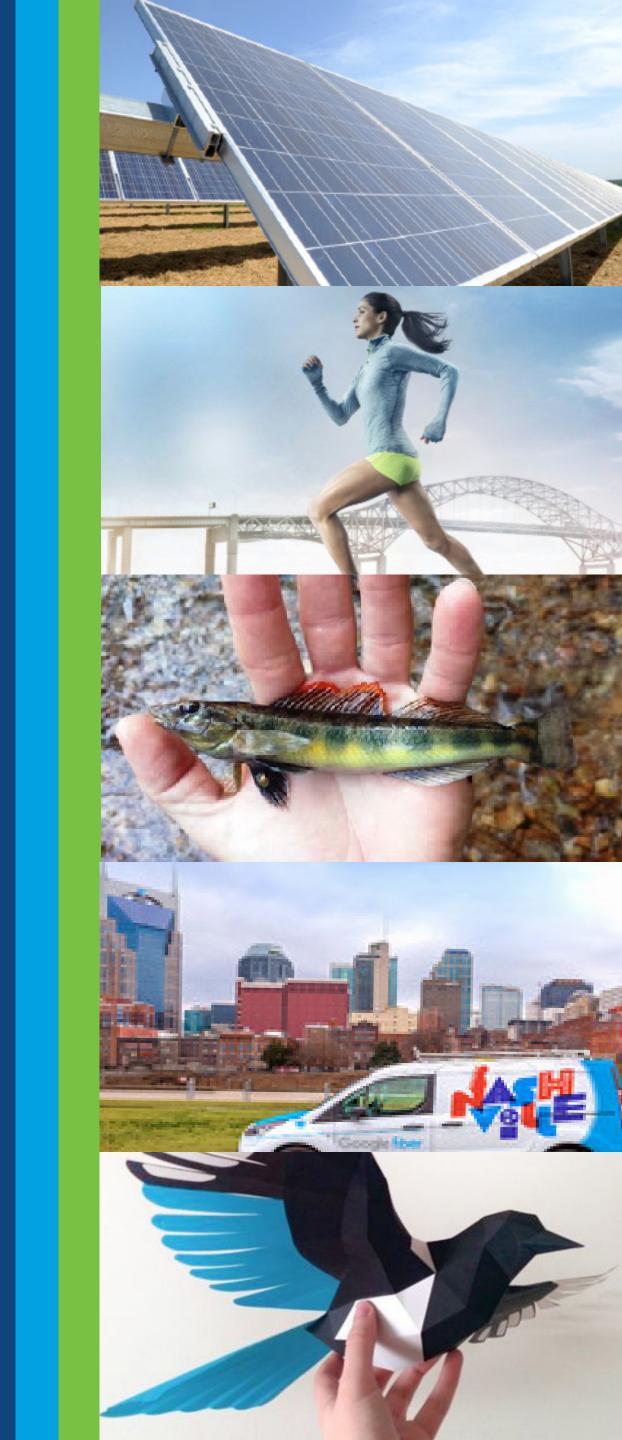
We set the stage. You electrify the crowd.

#### WE & YOU / INSTAGRAM STORY





## Contextual Audio









## WE&YOU / ECON DEV CONTEXTUAL AUDIO :30 PANDORA COMPANION UNIT

#### At TVA,

We put the power in your hands.

The power to grow your communities.

The power to explore your surroundings.

The power to bring your ideas to life.

Because when it comes to living in the Valley,

We're not the authority.

You are.

TVA. Together we live brighter.